

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u> 496475 /		<u>Alt Order #</u> 06356848
<u>Product</u> OBAMA SKED C		
<u>Contract Dates</u> 10/02/12 - 11/06/12		<u>Estimate #</u> 1904
<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 11/01/12 / 11/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Greer Margolis Mitchell Burns, Inc (GMMB)**  
**3050 K St NW**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 5	KVVU	10/02/12	11/05/12	The Dr.Oz Show	4-5p		:30			NM	24	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				5	\$350.00			
Week:		10/09/12	10/15/12	MTWTF--				5	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	9	KVVU	10/09/12-10/15/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$350.00	NM		
		See MG 5.26										
	26	KVVU	10/15/12-10/15/12	Dr Oz	3-4p	M-----	:30		\$350.00	NM		
		Ⓜ MG for 5.9 10/15										
Week:		10/16/12	10/22/12	MTWTF--				5	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	12	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$350.00	NM		
		See MG 5.27										
	14	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$500.00	NM		
		See MG 11.8,11.9,11.10,11.11										
	15	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$350.00	NM		
		See MG 5.28										
	27	KVVU	10/18/12-10/18/12	Dr Oz	3-4p	-----Th-----	:30		\$500.00	NM		
		Ⓜ MG for 5.12 10/18										
	28	KVVU	10/19/12-10/19/12	Dr Oz	3-4p	-----F-----	:30		\$500.00	NM		
		Ⓜ MG for 5.15 10/19										
Week:		10/23/12	10/29/12	MTWTF--				5	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	16	KVVU	10/23/12-10/29/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$350.00	NM		
		See MG 5.29										
	17	KVVU	10/23/12-10/29/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$350.00	NM		
		See MG 5.30										
	19	KVVU	10/23/12-10/29/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$350.00	NM		
		See MG 5.31										
	29	KVVU	10/23/12-10/29/12	Dr Oz	3-4p	MTuWThF----	:30		\$500.00	NM		
		Ⓜ MG for 5.16 10/23										
	30	KVVU	10/25/12-10/25/12	Dr Oz	3-4p	-----Th-----	:30		\$500.00	NM		
		Ⓜ MG for 5.17 10/23										
	31	KVVU	10/23/12-10/29/12	Dr Oz	3-4p	MTuWThF----	:30		\$500.00	NM		
		Ⓜ MG for 5.19 10/29										

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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496475 /	06356848

Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	OBAMA SKED C	1904

Advertiser	Original Date / Revision
Obama For America	11/01/12 / 11/01/12

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Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	171	\$92,960.00	\$79,016.00
10/29/12 - 11/06/12	64	\$35,970.00	\$30,574.50
<b>Totals</b>	<b>235</b>	<b>\$128,930.00</b>	<b>\$109,590.50</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

Contract / Revision	Alt Order #
496475 /	06356848

Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	OBAMA SKED C	1904

Advertiser	Original Date / Revision
Obama For America	11/01/12 / 11/01/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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FAX# 610-225-1191  
HARRIS REPORT FROM REP NOV1/12 10.11  
\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

REP. # OFF. # 762 SALESMAN #

BUYER NAME MAURA GILROY

SALES PRSN PH- TERESA DI FURIA

WASHINGTON, DC 20007

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PRDCT	OBAMA SKED C	EST#1904	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES	OCT2/12	NOV6/12	WK-6
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CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE
			NOV1/12 10.11

REP: OK'D M12

SEE LINE 65-68  
TOTAL SAME  
PLS CNF THANKS  
NIKKI

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

SKED Q

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS
AGENCY ADVERTISER CODE = 95 AGENCY PRODUCT CODE = 101 AGENCY EST# = 1904												

PROGRAM : SIMPSONS/SIMPSONS  
ORD COM1 : SPOTS N/A DUE TO BASEBALL. SEE MG OFFER. PRE-BOOKED PLS APPROVE.  
THIS IS A MAKE-GOOD FOR OCT16 ON LINE-2 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR OCT28 ON LINE-12 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR OCT28 ON LINE-13 FOR 1 SPOT/WK

FAX# 610-225-1191  
HARRIS REPORT FROM REP NOV1/12 10.11  
\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
6	ES		600P-630P	30		\$525.00	10/2	10/22	3		TU-F,M	9
6	ES		600P-630P	30		\$525.00	10/23	10/29	2		TU-F,M	2
6	ES		600P-630P	30		\$525.00	10/30	11/5	0		TU-F,M	0
PROGRAM : NEWS												
CON COM1 : NEWS												
26	ES		400P-500P	30		\$500.00	10/16	10/22	2		TU-F,M	2
PROGRAM : DR OZ												
ORD COM1 : REVISED RATE W/O 10/16												
CON COM1 : DR OZ												
65	A		600P-630P	30		\$1,175.00	11/2	11/5	1		F,M	1
PROGRAM : NEWS												
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT16 ON LINE-26 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT23 ON LINE-6 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT28 ON LINE-47 FOR 1 SPOT/WK												
66	A		130P-330P	30		\$350.00	11/4	11/4	1		SUN	1
PROGRAM : ENGLISH PREMIER SOCCER												
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 65-68												
67	A		200A-300A	30		\$75.00	11/4	11/4	1		SUN	1
PROGRAM : EXTRA WEEKEND												
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 65-68												
68	A		400A-430A	30		\$75.00	11/4	11/4	1		SUN	1
PROGRAM : COPS												
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 65-68												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M12	OK'D		MISSED: TU-F, M/400P-500P				OCT16		30S	\$500.00		(OCT31/12)
	BUY#26		TU-F, M/600P-630P				OCT23		30S	\$525.00		
	BUY#6		SUN/900P-1000P				OCT28		30S	\$650.00		
	BUY#47		OFFER: F, M/600P-630P				NOV2		30S	\$1,175.00		PLS ADVISE.
			& SUN/130P-330P				NOV4		30S	\$350.00		
			& SUN/200A-300A				NOV4		30S	\$75.00		
			& SUN/400A-430A				NOV4		30S	\$75.00		

OCT/12 96105.00 NOV/12 32825.00  
 CONTRACT TOTAL 128930.00  
 TOTAL SPOTS 235

MARKET TOTALS \$270,523 KVVU 42% KSNV 14% KLAS 14% KTNV 9% KVMY 5% KVCW 16% CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE